

searching the location binding information associated with the merchant to determine if the particular region matches at least one of the listed regions, and if so, returning information regarding the merchant.

A3 2. (Amended) The method of claim 1, wherein maintaining the location binding information comprises writing an entry into a database including information about each listed region and information about the merchant.

3. (Amended) The method of claim 1, further comprising returning additional information regarding the merchant.

A4 7. (Amended) The method of claim 1, wherein the plurality of listed regions comprises at least one ZIP code.

8. (Amended) A computer-readable medium having stored thereon a data structure, comprising:

a first data field containing data representing information about a merchant; and

a second data field associated with the first data field and containing location binding data representing a region in which the merchant provides service and in which the merchant does not include a physical location;

such that a search request seeking a merchant that services a particular region is compared to the second data field to determine from the location binding data therein whether the merchant represented in the first data field services that particular region, and if so, at least

some of the information about the merchant contained in the first data field may be returned in response to the search request.

9. (Amended) The data structure of claim 8, further comprising a third data field, associated with the first data field, and including additional information regarding the merchant.

10. (Amended) The data structure of claim 9, wherein the third data field comprises text that indicates that the merchant provides service to the region but does not have a physical location in the region.

11. (Amended) The data structure of claim 9, wherein the third data field comprises a glyph that indicates that the merchant provides service to the region but does not have a physical location in the region.

12. (Amended) A computer-readable medium having stored thereon a data structure, comprising:

a first data field containing data representing information about a merchant;

a second data field associated with the first data field and containing data representing information regarding the merchant providing service to a region but not having a physical location in the region; and

a third data field associated with the first data field and containing location binding data representing a region in which the merchant provides service and in which the merchant does not include a physical location;

such that a search request seeking a merchant that services a particular region is compared to the third data field to determine from the location binding data therein whether the merchant represented in the first data field services that particular region, and if so, at least some of the information about the merchant contained in the second data field may be returned in response to the search request.

13. (Amended) The data structure of claim 12, wherein the second data field comprises text that indicates that the merchant provides service to the region but does not have a physical location in the region.

14. (Amended) The data structure of claim 12, wherein the second data field comprises a glyph that indicates that the merchant provides service to the region but does not have a physical location in the region.

20. (Amended) A computer system comprising:
a data store for maintaining location binding information for merchants that provide service to a region, at least one merchant having location binding information for a region in which that merchant does not include a physical location;
data entry tools for entering the information in the data store;
an application programming interface for ensuring that the information is stored with each merchant entered by the data entry tools.

Please add claims 21-24 as follows:

21. (Added) The system of claim 20 wherein the application programming interface includes rules that require each merchant in the data store to be identified as one of a mobile, territorial, or delivery type of merchant.

22. (Added) The system of claim 20 wherein the application programming interface includes rules that specify whether each merchant identified in the data store requires an associated glyph

23. (Added) The system of claim 20 wherein the application programming interface includes rules that specify whether each merchant identified in the data store requires an associated text.

24. (Added) A computer-readable medium having computer-executable instructions for performing the method of claim 15.

REMARKS

The Office action of July 17, 2002 has been carefully considered. Applicants thank the Examiner for the thoroughness of the Office action. In the Office action, FIG. 2 was objected to, as was the specification. Further, claims 1-20 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Dunworth et al., U.S. Patent No. 5,930,474 (hereinafter Dunworth) in view of Getchius et al., U.S. Patent No. 6,408,294 (hereinafter Getchius). By the present amendment, a